



Reduce & Reuse (R&R) Workgroup

Virtual Meeting - April 1, 2020

Topic: Creating a culture of source reduction & reuse in Massachusetts

Agenda

- **11 AM - 11:30 AM**
Insights into the global secondhand industry, Adam Minter
- **11:30 AM - 12:00 PM**
Q&A with Adam Minter
- **12 PM - 1PM**
Discussion: Creating a culture of reduce/reuse/repair/share in Massachusetts

Discussion:

Creating a culture of
reduce/reuse/repair/
share in
Massachusetts

- Determine barriers to creating a culture of R&R in MA
- Brainstorm strategies/actions
- Identify ways to engage the broader community in this discussion

What do you think are the major challenges, barriers or obstacles to source reduction & reuse in MA?

Barriers to creating a culture of reduce/reuse/repair/share in Massachusetts

- Lack of knowledge/education about the importance of source reduction and reuse
- The perception/belief that source reduction & reuse is more time-consuming, inconvenient, or more costly
- Cheap consumer products (both cost and quality) that are designed for disposal rather than durable and repairable
- We don't pay the true cost of items - less incentive to reduce/reuse/repair
- Lack of access to reuse facilities and transparency on which items can be donated for reuse
- The cultural perception that new is better than used or repaired
- Lack of knowledge/transparency on what happens to our discarded, donated, or recycled items – making it difficult to make better choices as a consumer
- Misleading product labels/ greenwashing that may keep people from taking further action to reduce waste or reuse/repair items they already own
- Lack of understanding/empowerment at the individual level that people can vote with their money
- Lack of buy-in to importance of R&R (could be within a business, institution, municipality, or at the resident/consumer level)

**these barriers and challenges were identified in the pre-meeting survey from February 2020*

What actions can we take
to help create a culture of
source reduction and
reuse in MA?

Strategies

- Develop an educational campaign similar to Recycle Smart MA focused on Reduce/Reuse
- Continue to bring R&R stakeholders together frequently to facilitate the sharing of information
- Establish an online network or pool of items and resources
- Develop and share case studies of successful swap shops/sheds, library of things and tool libraries, and repair and reuse events
- Quantify the cost savings and environmental impacts of source reduction and reuse

**these strategies were identified in the pre-meeting survey from February 2020 and at the R&R Kick-off Meeting*

Strategies: Residential

- Provide **micro grants** to municipalities, NGOs and businesses to stimulate growth of reuse/repair/share operations.
- Incentivize municipal investments in reuse/repair/share programs.
- Provide trainings and share best practices to institutionalize reuse/repair/share programs.
- Develop communications plan to help residents adopt best practices for reducing waste, increasing reuse and repair, and extending product lifespans.

**these strategies are identified in the [Draft 2030 Solid Waste Master Plan](#)*

Strategies: Information

- Create an online calculator to quantify the environmental, social and economic benefits of choosing reuse/repair/share over purchase and disposal to help Massachusetts residents, businesses and municipalities better understand the benefits of reuse options.
- Develop an online tool/map to help connect Massachusetts residents with reuse/repair/share resources across the state.

**these strategies are identified in the [Draft 2030 Solid Waste Master Plan](#)*

Recycle Smart Newsletter



Cooped up at Home? Tips to Reduce, Reuse, Recycle & Compost



RecycleSmartMA.org



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How can we best engage
the broader community
to garner more input
and support for the R&R
Action Plan?

Community Engagement

- Include climate change activists in the outreach work; make the connection between waste reduction and climate change
- Use DEP's cart tagging program to communicate about R&R initiative and stakeholder opportunities to participate
- Use students to get the word out. Example: many college universities have Eco Reps that help raise awareness of environmental issues
- Involve Mass Municipal Assn and Regional Planning Authorities (e.g. MAPC) in the R&R dialogue
- Capitalize on the anti-plastic, anti-single use plastic sentiment to promote our message
- Tell the story about the difference donated household goods can make

Next Meeting

*Please mark your calendars for the 4th
Wednesday of each month at 11AM*

Date: Wednesday, May 27

Time: 11AM - 1 PM

Location: TBD*

*(*virtual, with possible in-person
meeting option)*

Meeting topics:

- (1) Follow-up discussion on
Creating a Culture of
Reduce & Reuse
- (2) Strategies for expanding
reuse and repair of
household durable goods

Reminder:

Join the MA Reduce & Reuse Network

A listserv for anyone interested in source reduction and reuse regulations, policies, and programs in Massachusetts. This is an opportunity to connect with other like-minded people from non-profits, businesses, local and state government, community groups, and passionate Bay Staters. This forum is intended to help people share resources, ideas, best practices, fact sheets, and more.

Join by emailing:

ReduceReuseNetworkMA+subscribe@googlegroups.com

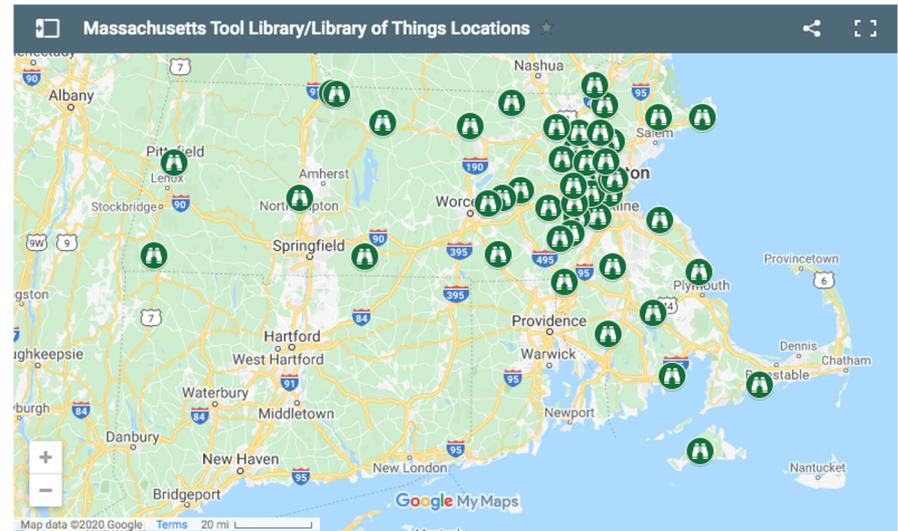
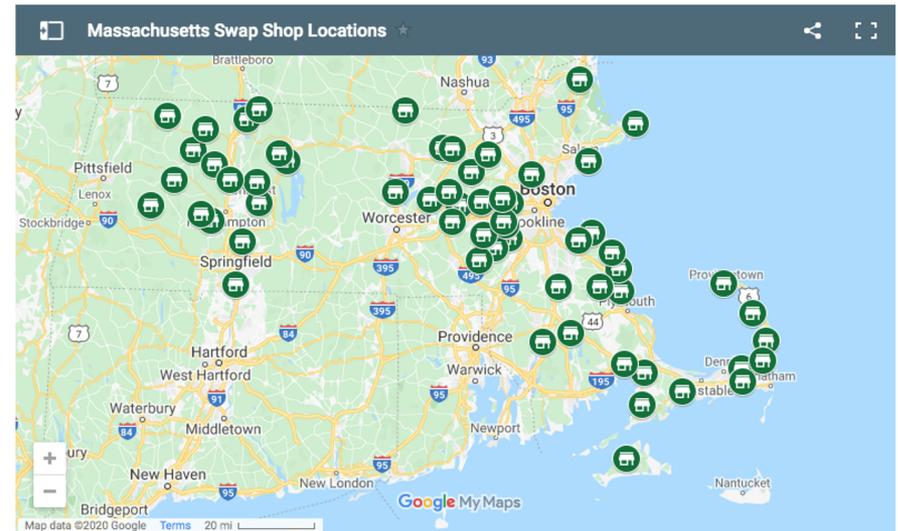
Share by emailing:

reducereusenetwork-ma@googlegroups.com

Reminder:

Review the Libraries of Things & Swap Shop Maps

Link: <https://www.mass.gov/info-details/municipal-reuse-repair-programs>



See any programs not represented on these maps?
Please let us know we can add them.

Contact: Erin.victor@mass.gov; 617-292-5624